What is claimed is:

1. A gaming machine comprising:

at least one input device for inputting player tracking information into the gaming machine;

a communication interface for transmitting at least the player tracking information to a site outside the gaming machine;

a master gaming controller that controls one or more games played on the gaming machine and receives player tracking events from at least one of the input device and the site outside the gaming machine; and

a memory storing player tracking software that allows the master gaming controller to operate on the player tracking events and allows the master gaming controller to provide gaming services.

2. The gaming machine of claim 1, wherein the gaming service is player tracking or accounting.

3. The gaming machine of claim 1, wherein the input device is a card reader, a key pad, a touch screen, a microphone, a wire-less communication interface, or a bar code reader.

4. The gaming machine of claim 1, further comprising at least one display device for displaying the player tracking information.

5. The gaming machine of claim 4, wherein the display device is a monitor, a LCD, a fluorescent display, or a sound projection device.

6. The gaming machine of claim 1, wherein the gaming machine is a slot machine, a video slot machine, a keno game or a video poker game.

7. The gaming machine of claim 1, wherein the communication interface is connected to a network.

8. The gaming machine of claim 7, wherein the network is a casino area network, wide area progressive network, bonus game network or a cashless system network.

9. The gaming machine of claim 1, wherein the memory stores software for one or more device drivers that allow the master gaming controller to operate at least some of the input devices.

10. The gaming machine of claim 9, wherein the device driver uses a communication protocol including Netplex, USB, Ethernet, Firewire, direct memory map, PCI, serial and parallel.

11. The gaming machine of claim 1, wherein the memory stores software for one or more device interfaces that allow the master gaming controller to detect the player tracking events from the input device.

12. The gaming machine of claim 11, wherein the device interface is a card reader, a monitor, a display, or key pad.

13. The gaming machine of claim 1, wherein the communication interface is connected to at least two different networks using the same communication connection.

14. The gaming machine of claim 13, wherein the communication connection is Ethernet.

15. The gaming machine of claim 1, wherein the site outside the gaming machine is at least one server.

16. The gaming machine of claim 1, wherein the master gaming controller includes a memory storing software for receiving the player tracking events from the site outside the gaming machine.

17. The gaming machine of claim 1, wherein the player tracking information is at least one of a player name, a time, a date, an amount wagered, a location, and a type of game.

18. The gaming machine of claim 1, wherein the memory stores software that allows the master gaming controller to receive at least player tracking information from the site outside the gaming machine and to send at least player tracking information to the site outside the gaming machine using one or more communication protocols.

19. The gamine machine of claim 18, wherein the communication protocol is selected from the group consisting of a manufacturer player tracking protocol and TCP/IP communication protocol.

20. The gaming machine of claim 1, wherein the input device inputs player tracking information from at least one of a magnetic card, a smart card, a personal digital assistant, a finger print reader, a wire-less device, a sound device and a bar-coded ticket.

21. The gaming machine of claim 1, wherein the master gaming controller includes a memory storing software that allows the master gaming controller to detect power-failures.

22. The gaming machine of claim 1, wherein the master gaming controller stores at least some player tracking events to a non-volatile memory.

23. The gaming machine of claim 1, wherein the communication interface includes a wire-less communication interface.

24. A method for providing player tracking services on a gaming machine with a master gaming controller, an input device, and a communication interface, the method comprising:

loading player tracking software into a memory utilized by the master gaming controller on the gaming machine;

receiving a player tracking related event;

evaluating the player tracking event using the player tracking software; and

sending player tracking information to at least one site outside the gaming machine using the communication interface.

25. The method of claim 24, wherein the player tracking software includes player tracking device interfaces, player tracking device drivers, player tracking event evaluators, and player tracking communication protocol translators.

26. The method of claim 25, wherein the player tracking device driver is for a card reader, a monitor, a key pad, or a display.

27. The method of claim 25, wherein the player tracking device drivers utilize a communication protocol selected from the group including Netplex, USB, Ethernet, Firewire, PCI, direct memory map, Serial and Parallel.

28. The method of claim 25, wherein the player tracking device interfaces are selected from the group consisting of card readers, key pads and displays.

29. The method of claim 25, wherein when a first player tracking device driver is replaced with a second player tracking device driver different from said first player tracking device driver, the player tracking device interface corresponding to said first player tracking device driver and said second player tracking device driver is not changed.

30. The method of claim 24, further comprising translating the player tracking information to a communication protocol used by the site outside the gaming machine.

31. The method of claim 30, wherein the communication protocol is selected from the group consisting of a manufacturer player tracking protocol and TCP/IP.

32. The method of claim 24, wherein the site outside the gaming machine is at least one server.

33. The method of claim 24, wherein the player tracking information is at least one of a player name, a time, a date, an amount wagered, a location, and a type of game.

34. The method of claim 24, further comprising displaying player tracking information to a display device.

35. The method of claim 34, wherein the display device is a monitor, a fluorescent screen, an LCD or a sound projection device.

36. The method of claim 24, further comprising storing a player tracking event to a non-volatile memory.

37. The method of claim 24, further comprising operating a player tracking device.

38. The method of claim 37, wherein the player tracking device is a card reader, a touch screen, a key pad, panel buttons or a display.

39. The method of claim 24, wherein the communication interface is connected to a network.

40. The method of claim 39, wherein the network is a casino area network, wide area progressive network, bonus game network, or a cashless system network.

41. The method of claim 24, wherein the gaming machine is a slot machine, a video slot machine, a keno game, or a video poker game.

42. The method of claim 24, wherein the player tracking event is an encapsulated information packet.

43. The method of claim 24, wherein the player tracking event is sent to two or more destinations.

44. At least one computer readable medium containing a program for providing player tracking services on a gaming machine with a master gaming controller, an input device, and a communication interface, the said at least one computer medium comprising:

computer readable code for loading player tracking software into a memory utilized by the master gaming controller on the gaming machine;

computer readable code for receiving a player tracking related event;

computer readable code for evaluating the player tracking event using the player tracking software; and

computer readable code for sending player tracking information to at least one site outside the gaming machine using the communication interface.